IMPACT OF ONLINE PRODUCT REVIEWS ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCES TO HIMACHAL PRADESH, INDIA

SYNOPSIS OF THESIS

Submitted by

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I hereby that the dissertation synopsis entitled "**IMPACT OF ONLINE PRODUCT REVIEWS ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCES TO HIMACHAL PRADESH, INDIA"** to be submitted for the partial fulfillment of the Degree of Doctor of Philosophy is my original work and the dissertation has not formed the basis for the award of any degree, diploma, associate ship or fellowship of similar other titles, It has not been submitted to any other University or Institution for the award of any degree or diploma.

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1. INTRODUCTION

There was a time when people use to take the feedback from their friends and families before buying a product or availing a service, but in the present scenario customers use to buy pin to helicopter with the help of an, not matter if the products is to be bought from physical market. The system of online review can be explained in terms of explanation of the features of a given product or a service that he or she has used or had experienced at one point of time or the other. This kind of reviews are having great importance in case of e-commerce and mentoring the image of online shopping websites as these reviews are posted on the website itself for the reference of prospective customers. It can be further explained that the online reviews are having two purpose to serve i.e. at the first hand they are suppose to provide information to the prospective customers and secondly they use to provide suggestions (positive or negative) to the customers. In the present scenario all the websites are taking good care of their merchandising process and request them to put their reviews as and when they buy or experience the product, some of such prominent websites can be stated as:

- Amazon Customer Reviews
- Angie's List
- Trustpilot
- TestFreaks,
- Which?,
- TripAdvisor,
- Yelp,
- Google My Business,
- Yahoo! Local Listings,
- FinancesOnline,
- Glassdoor, Facebook Ratings and Reviews,
- Twitter,
- Foursquare and many others.

According to a poll performed in India during the pre-festive season, 38 percent of respondents believed that product evaluations on ecommerce sites were biased in favour of the seller. On the other side, 20% of shoppers believed that online retail site ratings were reliable. The yearly Hindu holidays of Dusshera and Deepavali, when retail sales normally peak, are referred to as the country's pre-festive season.

With the epidemic spreading throughout the world and the dread of an invisible menace growing more real every day, most people's purchasing has shifted to the internet. People are resorting to internet shopping instead of walking down to the store to buy food or shopping for new products. The loss of physical contact and comprehension of the goods is the largest problem in online buying, which is why user evaluations are becoming increasingly crucial. Before to the pandemic, when people bought things online, the most important component in determining what to buy was user ratings and reviews. Quality and use reviews are really significant. Reviews have grown even more significant in recent years. As a general guideline, it is certain that the product or services the customers are considering use to have firm backup of reviews. Below given are the top 10 consumer review (Online) websites active in India.

Table 1: List of Top 10 Product Review Websites in India

S. No.	Name
1.	Mouthshut.com
2.	Sitejabber.com
3.	Amazon. In
4.	Trustpilot.com
5.	Desidime.com
6.	Consumercomplaints.in
7.	Reviewcenter.in
8.	Reviewtrackers.com
9.	Reviews.in
10.	Trustedreviews.com

Online Products

Purchase of online products started in India by the advent of e-Bay, it was a totally new concept and gradually millions of websites were launched all over the world selling and buying millions of products. There was a time when these websites were king of their business and there was no one to question them in terms of quality and related aspects of the products they are selling in online form. The overall online business experienced another revolution after the introduction of smart phones, this had changed the overall scenario of business. The online shopping websites shifted to convenient mobile apps, this also gave rise to the convenient 'anywhere anytime shopping', and this allows the users to login directly to the product category of the sellers. The overall development of online business is still in progress and in years to come many different ways and means will join the system and make it more convenient for the customers and sellers as well. As a matter of fact this system of online business can also be termed as Business-to-Consumer (B2C) where the purchase is done on online mode, as this is similar to the physical shopping pattern of the customers and sellers as well. In the present times there is another form of business is developing where even the whole sellers are buying and purchasing in online mode i.e. the Business to Business Model (B2B).

In both the above given model if a customer is purchasing online then there are a number of options for him to explore the same in the form of real photographs of the products, enlarged virtual images with the detailed description of the products in terms of price, model, offers, services and many other things that are available in offline mode of shopping. In the present scenario even videos related to the features and application of products are uploaded. There are only two basic requirements for the customers to make an online purchase i.e. a proper internet connection and a legit mode of payment (credit card, debit card, UPI, etc.) in most of the cases payments are generally made in advance by the customers for hassle free and timely delivery but then again most of the online sellers use to provide CoD (Cash on delivery) to the customers. Currently a customer can rent a music list or even a book in online mode as a single user of the same.

1.1 Online Retailing Consumer Products

In India, online shopping, often known as e-tail, is rapidly expanding. According to a recent Frost & Sullivan report (2020), the online sale of only electronic and white goods had crossed the benchmark of INR 1000 cr. In 2019 and is expected to grow at the rate of 25% to 40% in the years to come probably till 2025. The expansion of the internet in India, which is increasing year after year, is driving online shopping. According to the Global System for Mobile Communications (GSMA), the total number of internet users will reach 92 crore by 2025, resulting in an increase in e-Commerce and m-Commerce. Digital payments are also on the rise in India, accounting for 80 percent of all online transactions, thanks to growing penetration of electronic devices.

As far as India is concerned there are three general models of online retailing that are mentioned below:

e-Commerce Aggregators	Flipkart, Amazon, Snapdeal, Jabong, Paytm Mall, Shopclues, etc.
Multi-brand Outlet e-Retailing	Croma, Reliance Digital, Spencer's Retail, eZone, Next, etc.
Company e-Retailing	Samsung, LG, Haier, Havells, Panasonic, Voltas, etc.

Figure 1: models of Online Retailing in India

Consumers and sellers both benefit from online commerce. The advantages of internet sales include speed to market, cost savings, and scalability.

Technology Adoption

From the first form of basic computer i.e. 386, 486, etc. in early 90s no one had ever thought that there will be a time when people will sell and buy products by using this computer and in the present scenario technologies like picture search, video search,

payments using face recognition over smart phones, etc. have changed the overall shopping experience of the customers. With a vast number of customers and even bigger population base India has always adopted technology at an early stage. Then on the other hand use of AI i.e. artificial intelligence and ML (Machine learning) and even VR (Virtual reality) has changed the face of online shopping forever and in the times to come this will be taken to next level. Also the cost of these technologies will be reduced in near future or may be when new technology will replace the existing technology.

Scenario of Online Shopping in India

As stated above the basic process of online business starts with the seller who prepares a website and categorizes the products on that website in the form of pictures, images, videos, etc. then each category of the product is provided with the description of its prices, features, warranty and many other related components. Then the second component is customer who visits these websites, select a product, put them in the shopping cart and finally order the same. Business is completed when the respective buyer pays the price of the product (in online mode or cash on delivery). As a matter of fact the overall online business is not that simple i.e. many other components are related to the same.

Some popular E-Commerce Website

1. Amazon. Category: Online Marketplace (Electronics, Fashion, Accessories etc.)
2. Flipkart. Category- Online Marketplace (Electronics, Fashion, Accessories etc.)
3. Myntra. Category- Fashion.
4. Ajio.
5. Snapdeal.
6. BookMyShow.
7. Pharmeasy.
8. BigBasket.

1.2 Consumer Behaviour

Consumer behaviour can be explained as a process of understanding the acquisition and usage that comes across in due course of time and in a dynamic form or it can also be stated that consumer behaviour is the study customer's decision making process i.e. regarding their expenses, usage of time, efforts made to select and buy a given set of products or avail certain services."The dynamic interaction of cognition, behaviour and environmental events by which human beings conduct the exchange aspect of their lives."American Marketing Association (AMA) Consumer behaviour is basically a mixture of different disciplines and holds a scientific approach and became a favourable field of study for the marketers since 1960. Some of the important disciplines included in the study of consumer behaviour are applied psychology, anthropology (cultural), economics, statistics, etc.

Some of the important dimensions of consumer behaviour are as follows:

a. **Motivation:** present day marketing activities are based on consumer behaviour and the needs of the given customers cannot be created rather it can be identified and it is identified then the only requirement is to present an environment of motivation by the way of promotion and related marketing activities.

b. **Consumer Psychographic:** Marketing practitioner and consumer researchers refer Psychographics as lifestyle analysis or AIO (activity, interest and opinions) research. Consumer specific psychographics researches are related to consumer personality, buying motives, interests, attitudes, beliefs and values. Services specific psychographics researches are related to product attributes such as consumer responses about products, brands or a specific consumption situation.

c. **Consumer perception:** Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent manner. Stimuli are sensory inputs include services, packages, brand names, advertisements and commercials. Sensory receptors are the human organs that receive sensory inputs. Sensation is the immediate and direct response of the sensory organs to simple stimuli.

d. **Learning and consumer involvement:** Consumer learning is the process of acquiring the knowledge related to purchase and consumption information. Consumer attitudes: Attitudes are expression of inner feelings that reflects whether a person is favourably or unfavourably predisposed to some object, person or event.

1.3 Online shopping and consumer behaviour

The Technology Acceptance Model (TAM) proposed by Davis (1989) was derived from the Theory of Reasoned Action (TRA). While TRA is a general theory to explain general human behavior, TAM is specific to information system usage. TAM was originally developed to understand the causal link between external variables and user acceptance of PC-based applications. TAM has been widely used as theoretical framework in the recent studies to explain technology acceptance, including the internet and World Wide Web (WWW) (Moon and Kim, 2001; Gillenson and Sherrell, 2002; Koufaris, 2002; McCloskey, 2004; Chen).

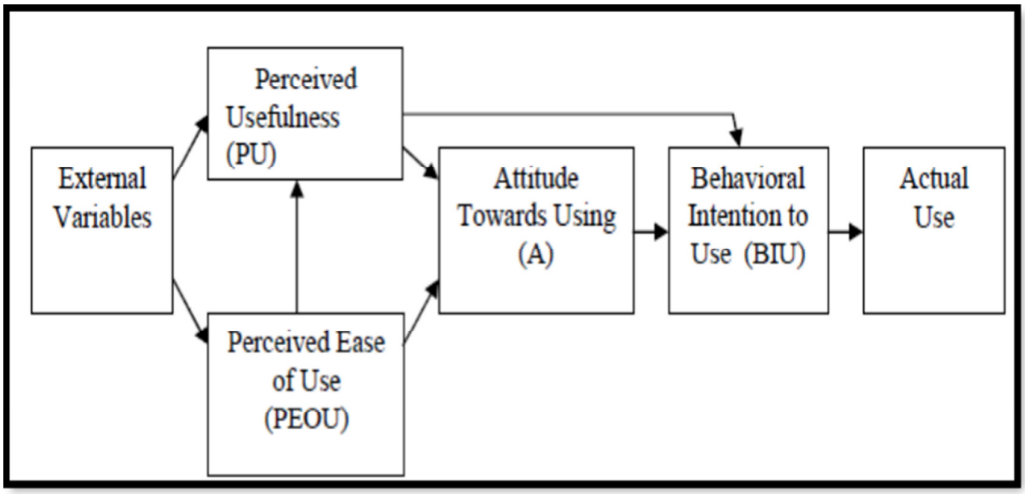

Figure 2: Technology Acceptance Model

Consumer Behaviour of Indian people

India is a diverse country with many different languages, climates, and traditions. Understanding customer behaviour in India begins with defining your target demographic. In this fast-paced market, here's how to develop your brand.

There are 29 states and seven union territories in India. While metropolis companies draw significant funding, rural areas applaud the availability of electricity and sanitation. It is the origin of major faiths, and it is home to 1.3 billion people and 19,500 languages/dialects.

This is not easy for any company to cater such a big market at a glance, it can also be stated that the Indian market holds space for a number of companies (Indian and Foreign). This means that the success of any company is hidden in the diverse region of the country itself. As per the reports of E & Y India will only be second to China by 2030 and succeed America in the field of FMCG and appliances. As far as online business is concerned, India is having a vast market and still only 40% of the population is using internet or making online purchases.

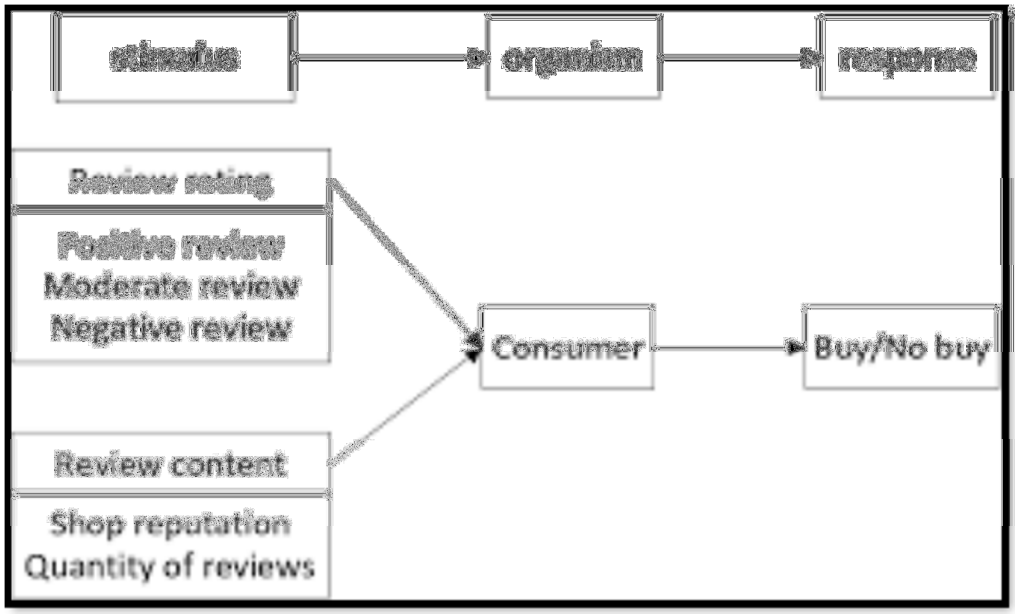

Figure 3: Stimulus to Online reviews and buying

Then on the other hand Indian customers are popular for saving money, and since the recent past the disposable income of the people is also increasing, as per the reports of State Statistical Survey the disposable income of Indian middle class has raised to around 28% and the same may reach 50% in near future. Consumer spending is predicted to increase as the middle class expands, resulting in more and better

purchases. Credit availability is also important. Household debt is just 15.7 percent of GDP, which is quite low for a developing economy. In 2017, however, the debt level doubled. This is a quick shift in consumer behaviour that is generational in nature. Traditional values, such as income and property ownership, are still important to Indian millennial. They do, however, have other objectives. Their expenditure priorities reflect this. For example, 62 percent of people go on vacation at least twice a year, even if they have to borrow money from different sources. For millennial, the most important aim is to have a good effect on society (57 %). As a matter of fact, the behaviour of Indian consumer is governed by smart use of available money and also they give value to money. But this isn't the complete picture. Make sure your brand principles are clearly communicated, especially if your company is a beneficial social influence.

New To E-Commerce

In India, traditional "kirana" stores account for about 15 million, or 88 percent of the retail market. Many families come once or twice a week to stock up on fresh food. Such retailers use to develop personal relation with their regular customer and take care of their preferences and taste. As far as e-Commerce is concerned, still rural and semi-urban areas of the country are still not tapped completely. Traditional retailers are becoming more connected to the e-Commerce industry because to programmes like Amazon Easy. Kirana stores can serve as delivery locations or assist clients with order placement. This type of innovative strategy aids in bridging the gap between customers and new technologies. It's no surprise that personal communication and trust are prized so highly. Bargaining is a popular hobby in the United States. Even large brands have experienced safety issues, such as lead- contaminated Maggi noodles. Clear customer support and payment mechanisms are critical in establishing confidence in e-Commerce. Developing trust also entails keeping your ears on the ground. Consider expanding one city at a time after conducting thorough research on your target audience. Then provide excellent customer service and a clear return policy.

Family-Oriented

The Indian family is undergoing a transformation. Households with many generations are dwindling. Only 37.1 percent of Indians currently live with their extended families. Single-person households are becoming increasingly unusual, while nuclear families are the new norm (4.1%). In the given Indian family, institution of marriage is an important phenomenon i.e. in most of the families youngsters use to get married

compulsively at a certain age. Then on the other hand this is also a well known fact that most of the Indian families use to spend about 20% of their life's income on such wedding. Other than marriages there are number of other functions that use to take place in Indian families like festival celebration, anniversaries, birthdays, outings, etc. and all such events call for current fashion, latest cosmetics, apparels, accessories, etc. then on the other hand the tradition of gift is very common in Indian families i.e. every occasion calls for exchange of gifts. All this can be considered as a great opportunity for online merchandisers in the country i.e. this scope is very vast and may take a while for the companies to tap the same. Here it is important to mention that marketing activities and advertising can take good care of the market and add more and more customers. Given the diversity of India's culture in every way, marketers should strive to appeal to shared ideals. Encourage ambitions rather than ideologies. A dash of drama never hurts either.

Finally it can be stated that Indian terrain is very complex in nature and maximum efforts will be required to tap the same. Then on the other hand behaviour of Indian consumer is even more complex. India, consumer behaviour is complicated and ever-changing. It's not for the faint of heart to enter this market. However, the reward is definitely worth the effort. You may select which locations to start with by analysing your market, and then progressively extend your plan based on market insights and demonstrable outcomes.

1.4 Online Review Statistics of Himachal Pradesh

1. **Consumer Consult Review online Before Makin a Purchase**

In Himachal Pradesh, nearly nine out of ten (89%) shoppers check product reviews before making a purchase. Not only does this show that reviews are an important part of the buying process for customers, but it also implies that purchasers have a high degree of trust and confidence in the opinions of other consumers. There does not appear to be a significant difference in the consumption of reviews by men and women. When compared to men, women read review slightly more (90%) than males (88 percent). Surprisingly, minor flaws in review scores appear to have more persuading impact. More than half of customers believe that less-than-perfect review rankings are more "genuine."

2. **Value of Online Review**

In reviews, authenticity and openness are crucial elements that customers search for. As seen in the above data, flawless reviews may do more harm than benefit. Aside from that, ecommerce operators should avoid tampering with their reviews in any manner. Negative reviews can be censored as well. As statistics from internet reviews demonstrate, this is a tactic that might put a company's sales in jeopardy. Consumers say they won't support brands that block reviews, with 62 percent saying they won't. Fake reviews, on the other hand, may be found on a variety of websites, even renowned companies like Google and Amazon are not exception to the same. This was the response of about 60% of the customer that the fake reviews should be removed from the list of collective reviews on any of the given companies.

3. **Buyer Trust on Review**

In a report published by ASSOCHAM (2019) on the growth of Indian online market states that more that 80% of the consumers use to believe on the online reviews or it can also be stated that they use to go through the online reviews before purchase any product or availing any service online. This percentage of users is suppose to increase at the rate of 3-5% per annum but this growth also depends on the development of technology spread of the same to all parts of the country. It's worth noting, though, that the degree of effect reviews (both favourable and bad) have on a firm differs by industry. For example, 87 percent of customers say that reviews are crucial when deciding which restaurants or cafés to visit, as well as which hotels or B&Bs to stay at. Only 66 percent, on the other hand, believe that reviews are significant for clothes businesses.

4. **Where Consumer Read Review**

With around 59 percent of buyers utilising Google for reviews, it is by far the most popular route. Amazon comes in second with 57%. Including client reviews on a given website is not a guarantee that a given customer will buy the product or just putting good reviews is not sufficient enough. In the report mentioned above more than 65% of the online visitors use to read the reviews but only 70% of these use to believe them. So online reviews do not have a trust issue with the customers, rather putting them in a positive or negative form is really crucial and this is not in the hand of company. The value of reviews cannot be overstated. However, as these online review numbers

illustrate, diversifying the venues where buyers may read evaluations about your products and service is equally critical.

5. **On-Page Customer Review Lead to More Sale**

According to the most recent online review data, product pages with reviews convert at a rate of up to 3.5 times higher than those without. This is true regardless of whether or not shop visitors read the reviews. Furthermore, the revenue per visitor on these product pages is roughly 4.5 times higher (RPV). Not to mention, internet reviews may help your company's SEO and raise its exposure on search engine result pages.

2. LITERATURE REVIEW

The trail of literature review can be considered as exploratory in its approach, the importance of this review of literature can be understood in a manner that as many studies a researcher considers take him or her more closer to the point and question and presents a more elaborated form of research question provided that this task is done in right direction and with a positive approach. Such a literature review may include the previous studies related to the point in question, newspaper articles, articles from magazines, research papers from the national and internal publications, government reports, reports from private research agencies. Then on the other hand proper review of literature also helps in framing the objective of the study, construction of test hypothesis and taking the research question to next level.

2.1 Review

In this session numerous studies of various authors have been summarized

Bickart et al (2001) stated that any of the customer who is visiting a given commercial website use to obtain some or the other information from the same and keep this information in subconscious for a long time. Then on the other hand the same customer uses to gather some amount of information from open market. As and when a customer visits a website for buying a product he or she comes across with online review and the information in the subconscious starts to process and if the results of this processing of information is positive then a purchase may take place.

Karakaya, F., & Barnes, N. G. (2010).This was an exploratory research that looked at four different theories. H1, which looked into the influence of source legitimacy on consumer opinions from online sources of information regarding customer service, was partially accepted. Non-socially based websites, such as corporation websites, search engines, and government/consumer advocacy websites, appear to have little influence on customer opinion.

Henning-Thurau et al (2003) conducted a study on the communities that are formed on online review platforms, he stated that the main task of these communities to provide right reviews to the customers. People associated with these reviews act like critics and provide with true and personal experience. Other form of such reviews can be online blogs, these blogs are focussed on specific type of online products and services; the

number of followers on these blogs use to present the authenticity of these blogs. As a matter of fact such sources of information may come hand for the people who are willing to sell or buy a product over online platforms.

Zhu et al (2010) The fact that internet reviews are more significant for less popular games shows that reviews' informative role becomes more important in an environment where other sources of information are sparse. As a result, less popular product marketers may gain more from devoting efforts to controlling online customer evaluations. Because there is so little information regarding niche items available, even one unfavourable review may be damaging. Superior online word-of- mouth translates more easily into niche product sales, therefore the availability of online review platforms provides a strong incentive for niche market manufacturers to work hard to preserve positive reputations.

Burtona et al (2010) the researcher has conducted this study in Europe and the focus areas were Netherlands and Germany. The objective of the study was to identify the value of online reviews and identifying major characteristics of the same. The findings of the study stated that it is not essential that the customer will make a purchase on the same platform where he has searched for the product i.e. see the review at one platform and make purchase on another. Then as stated in the initial section of this study, the customer may visit unanimous review platforms, then on the other hand video reviews are also popular in this regard. Then there is some difference in the reviews for personal purchases and non-personal purchases. The researcher also stated that such reviews are like two-way communication but then again either of the parties may or may not come across at a given point of time.

Kronrod et al (2013) stated that when a customer buys an online product, it is not necessary that he provides a feedback in the form of online review as a matter of fact AI use to follow the customers on other websites and ask him to give reviews. Then it is also a fact that a negative review may cause harm to the online purchases in a number of forms.

Moore (2015) stated that the traffic on e-Commerce websites is increasing with every passing day, till 2020 there were more than 400 million internet users and this is expected to grow multi fold in near future. Here it is important to mention that for each and every customer the quotient of cost and quality is different and when it comes to

online purchases this becomes even more versatile. In such a scenario online reviews play an important role in the choices of products and services. These reviews use to play an important role not only in case of generic products rather it becomes important in case of luxury items as well.

Constantinides et al (2016) the researcher have conducted a survey on the value and authenticity of the online revises and findings of the study stated that consideration of online reviews is very popular among the online buyers. In most of the cases customer reviews use to play an important role in the purchase decision of a given customer. On the other hand if the reviews are negative then also some negative impact is exerted on the purchases made by the customers. The researchers also found that in some of the cases the customers have bought the product even after the reviews are negative.

Ullal et al (2018) conducted a study on the liking and disliking of a customer regarding online purchase, findings of the study stated that it is not possible for all the customers to act in a specified manner rather individual preferences use to play an important role. Then on the other hand the study also envisaged that in the northern part of the country there is a trend to go with the reviews and post the same on social platforms. This can be considered as a positive aspect but then again this needs a good care from the side of service providers.

Spulbar et al (2019) conducted a study on the customers who are aware of the environmental concerns and effect of the same of the online system of purchasing. The findings of the study stated that the people who are having concern for environment use to take care of the products and services they are buying. This phenomenon is not common in nature rather some people use to follow the same and some avoid it. But as a matter of fact this is the responsibility of the all the people to take care of the environment as a whole.

Thomas et al (2019) stated that the given group of customers is associated with the seller on the basis of reviews provided; it is easier to connect to the customer. If the reviews are positive then it become easier for the seller to find new customer and increase the respective business but then again the negative reviews can change the face of business for a given period of time. He also mentioned that short reviews are always preferred as compare to narrative form of reviews.

Ejaz et al (2020) stated that growing global completion has brought some important changes in the online business as well, in the present times there are certain websites that use to compare and segregate the online selling products and present this comparison to customer in a differentiated form i.e. on a different portal, at times it is paid and may be free as well. The researcher stated that this process may or may not be so useful for the users.

Spulbar et al (2020) found that the global financial shift has taken the online business to next level i.e. from consumer to business everything is brought online and in place delivery is an added advantage for the business. Then on the other hand the internal resources of the company can bear a number of components in terms of process and delivery; this also adds value to the image of the company.

Li et al (2020) the format of online business is considered as a prominent aspect because in a short time large number of products can be sold and even the customer are suppose to provide first hand feedback to the sellers. This phenomenon can change the face of business forever i.e the regular customers can shift to online mode of business (as was experienced in the period of pandemic). At the next level many of the sellers are looking forward to change the shopping habits i.e. offline to online. The researcher stated that the world is changing fast and the technology is changing even faster.

2.2 Research Problems

As the topic of the study states that the researcher is required to work on "Impact of Online Product Reviews on Consumer Behaviour with special references to Himachal Pradesh, India" this is a vague kind of issue to be identified just on the basis of primary data but then again the respective statistical tools and analysis may prove the authenticity of data and responses collected from sources. As this particular study is based n the state of Himachal Pradesh but then again the results of the same can be normalized with rest of the country as because more or less all the citizens are considered to have similar kind of prospects as far as online shopping is concerned and the respective reviews are concerned.

The researcher will try to find the gaps in formal modulation of the stated parameters and establish the positive or the negative prospect of these online reviews.

2.3 Research Gap

As stated in the above given literature review, there are a number of studies that suggest that output and performance of a online shopping (product or service) can be tracked only in a controlled environment and even we can measure only some components related to same. There are very few studies that have described the link between different internal and external factors of the related online business portals.

Then on the other hand some other studies also suggest about the evaluation and progress of online reviews in a given market environment can be traced and also some of the corrective measures can also be taken to improve the performance, but then again there are minimum number of studies that have suggested measures to control the overall system of feedback and reviews. This present study will attempt to answer these questions and offer a certain suggestion and recommendations to meet the said objectives of study.

3. OBJECTIVE OF THE STUDY

The main objectives of the study are as follows:

1. To evaluate the growth of online business in the country
2. To judge the influence of consumer reviews on online purchase intention of the customers
3. To identify the preference of consumers as far as online reviews are concerned.
4. To get the detailed insight on whether higher online review reading experience have effect on consumer behaviour or not.
5. To understand the demographic profile for impact of online reviews on consumer behaviour.

3.1 Hypothesis of the Study

The main hypotheses of the study are as follows:

Hypothesis 1

H_0: The volume of online reviews or ratings has a significant impact on sales as compared to search of products.

H_1: The volume of online reviews or ratings does not have significant impact on sales as compared to search of products.

Hypothesis 2

H_0: The valence of reviews or ratings has a greater impact on sales of search products than on sales of experience products.

H_1: The valence of reviews or ratings does not have a greater impact on sales of search products than on sales of experience products.

Hypothesis 3

H_0: The percentage of Positive reviews is liable to increase the business of given online business platform.

H_1: The percentage of Positive reviews is not liable to increase the business of given online business platform.

Hypothesis 4

H_0: The volume of online reviews has a stronger effect on product promotions.

H_1: The volume of online reviews does not have a strong effect on product promotions.

4. RESEARCH METHODOLOGY

Research Design:

The descriptive research design will be used in this study. The descriptive research is used to get a broad picture of the topic under study. It entails observing the research subject in his or her natural environment, free of any influence or control.

Data Collection

Both primary an secondary data from relevant sources will be acquired to get in- depth understanding about Online Product Reviews on Consumer Behaviour with special references to Himachal Pradesh, India

Primary Data will be collected with the help of questionnaire methods.

Information will be collected from books, journals, case studies, IT websites, educational publications, newspapers, and research studies conducted in this field, as well as from internet websites that will provide current trends and information in the subject topic under consideration.

Study Population

The research will look at Housewife, students, Employed, Self-employed and retired in Himachal Pradesh. The state is divided into 12 districts; however statistics will be gathered from just 3 of them.

Sample Techniques and Sample Size

Respondents will be drawn from different students, self employed and Govt and Private Sectors employees located in Mandi, Solan Kangra districts. These districts were chosen because they contain the highest number of population are used online shopping and easily collect sample . To ensure a more accurate representation, the sample will be drawn using the quota sampling approach. A total of 400-500 people used online shopping will be included in the sample.

The Research Instrument

Data will be collected utilising a structured questionnaire comprising statements relating to the studies goals in order to impact of Online Product Reviews on Consumer Behaviour with special references to Himachal Pradesh, India.

Statistical Analysis

Structured questioners will be drafted and then analysed with the SPSS. Cronbach's alpha will be used for reliability measurement. Various test such as;

- Factor Analysis,
- Chi-square,
- ANOVA,
- Correlation regression will be used to derive the authentic conclusion.

SPSS Ver. 23.0 will be used to analysis the collected primary data.

5. SIGNIFICANCE

In the present times, most of the online buyers are dependent on online reviews and ratings for the selection or rejection of said products and services. On the other hand the sad tools of online feedback are assisting the retailers or the industries to a great extent as and when they are ordering online. In the olden times the respective customers are dependent on friends and relatives to get the reviews of said products and services, this was a slow process and takes time to spread, but in the present scenario this system came online and became easier for the competing parties to get real time reviews and these reviews include feedback from un-boxing of the product to basic functionality of the same.

In some of the cases the customer are liable to give numeric ratings i.e. they use to provide their feedback on 1-5 scale and the said companies use to present them on collective basis to the prospective customers. To a certain extent this system is capable of adding new customers, but here the point is that if the reviews are negative or the rating is not as expected then how the said company is going to deal with the issue. This present study will consider all these issues and try to find the answers to the same.

6. LIMITATION

- There are a few flaws in this study. Despite the fact that this study was done at the individual level of analysis, actual purchasing behaviour may differ.
- As a result, the analytical results presented here may be restricted in their applicability.
- The study focused on mobile and gaming items, the findings may not be applicable to other products.
- Finally, due to cultural differences in consumer behaviour, generalizability to other nations may be restricted because the sample was obtained in India.

7. FUTURE SCOPE OF ONLINE SHOPPING SYSTEM

In the preset times the online form of business is running 24 hours a day and 7 days a week. This means that all the respective parties are liable to reach the said web portal at any point of time and place. Such ease of shopping and calls for stiff competition in this particular segment i.e. all the companies are thriving for the same set of customers at the same time. Now the maximum number of customer can be catered if the products are genuine, services are up to the mark and on the top of it if the reviews are positive. Then on the other hand delivery and backorders are some other important issues to be taken care of this present study has considered only one dimension of this overall online business i.e. customer review and feedback and that too in online mode. As a matter of fact the research issue is singular but still the same is going to be important component for overall online business scenario. This present study can also act as a base for the future studies i.e. any of the researchers may consider more than one dimensions and find the viability of online business in the said space and time.

8. PROPOSED CHAPTER SCHEME

The study will be organised into the following chapters:

Chapter1. INTRODUCTION

1.1 Defination

1.2 Online shopping and Consumer Behaviors

1.3 Models of consumer Behaviors

1.4 Online consumer reviews

Chapter2. LITERATURE REVIEW

2.1 Review

2.2 Research *Gap*

Chapter3. RESEARCH DESIGN

*3.1 Ne*ed and Scope of the Study

3.2 Objective of the study

3.3 Hypothesis of the study

3.5 Study Population

3.6 Sampling Techniques and Sample Size

3.6 The Research Instrument

3.7 *Data Collection*

3.8 *Statistical Analysis*

Chapter4. DATA ANALYSIS AND INTERPRETATION

Chapter5. SUMMARY, FINDING AND CONCLUSION

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ANNEXURE

- **QUESTIONNAIRE**
- **RESEARCH PAPERS**
- **RELATED CHARTS AND TABLES**

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